

NON FOODS DEPARTMENT

May 28, 1998

To: All Stores From: Ron Zelesnick

**Att: Store Managers
Non Foods Managers**

Subj: R. J. Reynolds Authorized Cigarette Pack Display

There seems to be some confusion regarding the R. J. Reynolds Cigarette Counter Display on the Customer Service Center counter in most stores. Exceptions are those stores where RJR has granted an exception due to space restrictions.

Due to our contractual obligation with RJR this display must be kept on location at all times. Removal of the display will result in deletion of our contract payment.

- 1. The display is approximately 14" wide and 19" high.**
- 2. The display features "total security". Customers cannot remove cigarette from the display.**
- 3. Featured RJR Brands are Winston and Salem.**
- 4. Only those store where space restricts placement are exempt from placement - Stores 575-603-625-627.**
- 5. Without the counter unit up we lose \$1,227.00 a Quarter or \$4,908.00 a year, per store.**

/mog

**c: Bob Fey
J. Gorczyca
J. Saker, Jr.
Mike Copertino
Manny Rego
Nick Kuruc, R. J. Reynolds**

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